

Substitute for form 1449/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>				Complete if Known	
				Application Number	10/748,759
				Filing Date	December 30, 2003
				First Named Inventor	SCHOLL, Nathaniel Blake
				Art Unit	3622
Examiner Name	RETTA, YEHDEGA				
Sheet	1	of	2	Attorney Docket Number	026014-002300US

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number Kind Code ² (if known)			
/YB/	1	US-2004/0088241 A1	05-08-2004	Rebane et al.	
/YR/	2	US-2005/0097024 A1	05-05-2005	Rainey	
/YR/	3	US-2005/0120311 A1	06-02-2005	Thrall	
/YR/	4	US-5,615,109 A	03-25-1997	Eder	
/YB/	5	US-7,346,839 B2	03-18-2008	Acharya et al.	
/YB/	6	US-7,363,264 B2	04-22-2008	Skinner	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document		Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Country Code ³	Number ⁴	Kind Code ⁵ (if known)		
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NON PATENT LITERATURE DOCUMENTS				
Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.		
/YR/	7	CHARLWOOD, W., "AdWords bid price; Facts about AdSense.com – Publishers and Advertisers; Vickrey auctions and AdWords; Vickrey Second Price Auctions," located at < http://www.facstaboutadsense.com/vickrey.htm >, last accessed on February 24, 2009, 6 pages.		
/YR/	8	LEE, K., "Overture's Auto Bid Shifts the Gap," DMNews, Did-it.com, August 22, 2002, located at < http://www.dmnews.com/Overtures-Auto-Bid-Shifts-the-Gap/article/78443 >, last accessed on February 25, 2009, 5 pages.		
/YR/	9	SEDA, C., "Perfecting Paid Search Engine Listings-Search," Engine Watch (SEW) SearchEngineWatch.com, October 17, 2002, located at < http://www.searchenginewatch.com/2161001 >, last accessed on February 25, 2009, 7 pages.		

Examiner Signature	/Yehdega Retta/	Date Considered	12/04/2009
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¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached.

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/YR/	10	SHERMAN, C., "A Closer Look at Overture's Auto Bid System," October 28, 2002, located at < http://www.searchenginewatch.com/2161071/print >, last accessed on February 25, 2009, 3 pages.	<input type="checkbox"/>
/YR/	11	SUBMIT EXPRESS, "Google reindexes/partners with Ask Jeeves, Overture's Auto Bidding Tool, Teoma Toolbar, FTC," Submit Express Newsletter #56, July 19, 2002, located at < http://www.submitexpress.com/newletters/july_19_02.html >, last accessed on February 25, 2009, 9 pages.	<input type="checkbox"/>

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